

Interspire

Interspire is only the frontend

Need email sending service like Sendgrid/Elastic email

\$15 an email on average with elastic

Deliverability Times:

- Sendgrid = less than 30min
- Elastic = 3 hours

Testing out mandrill

Sendgrid has faster deliverability so good for launch emails

Check your statistics via Physical Deliverable Excel Template

Look at stats like the spreadsheet created

Initial email was sent to IconLead list and it was a free bonus & no promotion

Create a Contact List

Naming Schemes:

- pr – promotion
- eb – early bird
- ex – exit
- aff – affiliate
- cu – customers

MR to document prior to Udemy course

Images of videos increase CTR rates

Countdown timers in emails also help

Choose font size of 3

Check email for Spam scores, go back and edit

Product Idea: Email writing tool that automatically flags those words, has templates

Select unsubscribe link from dynamic content to insert it in there

litmus.com/gmail-tabs shows you where your email will be delivered via Gmail using “send preview email”

No numbers in headlines

No references to money

Come up with a list of spam keywords words

Cut off the sides manually

Write email outside in case the cloud messes up so text editor or onenote

Check your links through a test email

Special Interspire plugin that allows you to exclude lists when mailing

<http://www.iemaddons.com/product/exclude-on-send-and-import>

JVZoo – you can then exclude all the emails that bought your promo under the JV Request page by connecting with autoresponder and then export them out to Interspire so you don't re-mail people who already bought

JVZoo OTOs – put it in each stage of the funnel so that you can only mail those that bought FE but not OTO

Use GetResponse for lead collection but then delete them so you don't go over the 2,500 threshold

Guide to importing 10,000 leads over:

1. Get your most active and best users (past 1 month & have clicked) from GetResponse and import that in one CSV
2. Email them a few bonuses and replay emails
3. Don't email promos to list for a month and then move the entire list to Interspire
4. Recommend Sendgrid for now
5. If you are using two autoresponders side-by-side make sure you import all the unsubscribes to Interspire from GetResponse especially after a launch so you don't email them which will negatively affect your reputation

Put “send this email address from” support@

Have a bounce address & don't email bounced addresses

Goes into a queue because of cron job running in the background every 5 minutes but can be reduced to 1 minute cycles

Create a Website Form in order to auto get the leads into Interspire

GetResponse down the gutter; more control with Interspire on who to use on the backend

Check out top email marketing courses to learn how to monetize leads better

Need to learn more about autoresponders

Questionnaire sent to all my interspire Fiverr contacts before hiring:

Hi, I had a number of questions I wanted to ask as I'm deciding between which fiverr vendor to place an order with. I am a very technical web developer but have minimal experience with self-hosted email. My intention is to use interspire with elastic email or sendgrid for marketing email (not transactional). My list I wish to import are prior paying customers who have already opted in via GetResponse. Recently GR has had poor deliverability. I have sent hundreds of emails to thousands of subs via GR in the past over years so I do have that type of email marketing experience.

1. I have a nulled copy of Interspire & Powermta from the vault. IEM 6.1.3 – have you worked with these before? Wanted to confirm there would be no issue before proceeding.
2. Would you recommend using sendgrid, elasticemail or someone else for SMTP service?
3. At my main domain which I also would like IEM hosted at – I intend to have a wordpress site there as well. Will you changing A records or anything cause any issues with me hosting a wordpress site at same server as IEM?
4. I would like DKIM and those other things, is that something you can do as well?
5. Can you tell me why someone would want something like powerMTA and maborak addons? Or perhaps some link you may have explaining why someone like me would want that? My friend uses IEM by self so was curious the added benefit?
6. I currently use liquidweb for hosting, is there a different host you would recommend for this? Remember the emails wouldn't be coming from my host ip since I'd be using sendgrid or elasticemail, this question is just regarding hosting of the IEM software.